



**Civil Air Patrol Great Lakes Region**  
**United States Air Force Auxiliary**

**FOR IMMEDIATE RELEASE**

**REPLY TO ATTENTION OF:**

Col Joseph S. King, CAP  
HQ Great Lakes Region/PA/MIO  
1427 Valley Lake Dr Apt 862  
Schaumburg IL 60195-3638

(847) 519-0289  
(847) 899-3257 (Cell)  
(815) 346-5331 (Fax)  
jking@glr.cap.gov

**WHO:** All GLR Wing, Group and Squadron PA's/MIO's,  
and others interested in Public Affairs issues,  
are invited to attend:

**WHAT:** Great Lakes Region Public Affairs Workshop

**WHEN:** May 26 – 27, 2007

Saturday: 0800 – 0900 Registration  
0900 – 1200 Sessions  
1200 – 1330 Lunch – on own at local restaurants  
1330 – 1700 Sessions

Sunday: 0800 – 0830 Free hot/cold breakfast – for room guests  
0830 – 1030 Session

**WHERE:** Ramada Inn Suites  
780 E. North Avenue  
Glendale Heights, Illinois 60139  
(630) 942-9500  
www.ramada355.com  
specify CAP room rate @ \$69.00 per night

**WHY:** PA Workshop is a forum to learn, share information and to meet with fellow PA's  
and MIO's – also, attendance is a requirement for PA Specialty Track

**HOW:** 1) Please RSVP ASAP so that we can obtain a preliminary count. Indicate if you  
plan to stay at the hotel and for how many nights.  
2) There is no charge for the conference itself, meals and hotel rooms are the  
responsibility of the attendee.

**CIVIL AIR PATROL  
GREAT LAKES REGION  
PUBLIC AFFAIRS WORKSHOP**

**AGENDA**

**UNIT PUBLIC AFFAIRS SESSIONS**

- ❖ Recap PA Specialty Track
- ❖ Review accepted elements in press release formats
- ❖ Use of photos and video
- ❖ Maximize use of Region, Wing and Unit websites
- ❖ Cultivating on-going media relationships
- ❖ Sources for local media contacts – develop media list
- ❖ Benefits of a Wing speakers bureau
- ❖ Use of cadet color guard, drill team and buglers for public events
- ❖ In Your District program to inform legislators of CAP events affecting their constituents
- ❖ Create broadcast email list to all members in each wing
- ❖ PSA placement strategies
- ❖ CAP, USAF, FEMA, and private sector PA training resources

**MISSION INFORMATION OFFICER SESSIONS**

- ❖ MIO qualifications
- ❖ Mission responsibilities
  - Relay up-to-date information briefings to participants at the mission base
  - Media strategies to generate clues from the public
  - Coordinate PA efforts with other participating agencies – especially if CAP is not the first-responder
  - Prioritize media contacts by immediacy
  - Liaison with outside agencies to obtain and exchange information
  - Liaison with family members to obtain background information on search subject for Mission IC
  - Review procedures when CAP aircraft and/or personnel are subject of search
- ❖ Mission forms
  - MIO Checklist
  - Necessary equipment
  - Press release format
  - On site media contact list
  - National HQ policy on media flights for SAREX/REDCAP missions

**CIVIL AIR PATROL  
GREAT LAKES REGION  
PUBLIC AFFAIRS WORKSHOP**

**REGISTRATION FORM**

**Please complete form and email, snail-mail or fax it to:**

Col Joseph S. King, CAP  
1427 Valley Lake Dr Apt 862  
Schaumburg IL 60195-3638  
jking@glr.cap.gov  
(815) 346-5331 (Fax)

**Rank:** \_\_\_\_\_

**CAP ID:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Business Phone:** \_\_\_\_\_

**Home Phone:** \_\_\_\_\_

**Cellular:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Status:**      ☐ PAO      ☐ MIO      ☐ Unit Commander      ☐ Other \_\_\_\_\_

**Unit #:** \_\_\_\_\_

**Unit Name:** \_\_\_\_\_

**Hotel Stay:**    ☐ Sat night    ☐ Fri & Sat night    ☐ None  
Contact Ramada Inn directly to make room reservations

**Suggested agenda item(s):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_